

[yellow tail]®



FOR IMMEDIATE RELEASE

[yellow tail] Moscato named Best Muscat, Double Gold Winner at San Francisco International Wine Competition

[yellow tail] portfolio wins total of 10 medals

WHITE PLAINS, NY – June 27, 2011 – [yellow tail] Moscato, the newest addition to the [yellow tail] portfolio was named Best Muscat and received a double gold medal at the 2011 San Francisco International Wine Competition, held June 17-19. The [yellow tail] portfolio, which includes [yellow tail], [yellow tail] The Reserve and [yellow tail] Bubbles received an impressive 10 medals, including a Gold Medal for [yellow tail] Reserve Shiraz and silver medals for [yellow tail] Reserve Chardonnay, Pinot Grigio, Merlot and [yellow tail] Tree Free Chardonnay.

The San Francisco International Wine Competition, the largest, most influential international wine competition in America, is judged by a prestigious panel of nationally recognized wine experts. Judging is based on a blind, consensual procedure, ensuring competitive integrity as it remains the nation's most respected wine competition. In 2011, more than 1200 wineries submitted wines from 29 countries and 20 states.

[yellow tail] Moscato was launched earlier this year and is already exceeding sales expectations in the thriving Muscat category, the fastest growing grape variety, according to AC Nielsen. Made in Australia from 100 percent Moscato grape, what sets [yellow tail] Moscato apart from others in the category is the slight frizzante which comes with each sip. [yellow tail] Moscato retails for \$6.99 (750ml).

“I knew that when John Casella and his outstanding winemaking team decided to produce a Moscato, the quality would be excellent because [yellow tail] wines have always over-delivered on quality,” said Tom Steffanci, President, W. J. Deutsch & Sons, which imports [yellow tail]

wines. “The acknowledgement from SFIWC further validates what we already knew, great tasting wine doesn’t have to be expensive.”

The full list of [yellow tail] medals earned is below:

Best Muscat, Double Gold Medal Yellow Tail 2011 Moscato

Gold Medal Yellow Tail 2009 Shiraz, The Reserve

Silver Medal Yellow Tail NV Tree Free Chardonnay

Silver Medal Yellow Tail 2010 Chardonnay

Silver Medal Yellow Tail 2009 Chardonnay, The Reserve

Silver Medal Yellow Tail 2009 Pinot Grigio, The Reserve

Silver Medal Yellow Tail 2009 Merlot, The Reserve

Bronze Medal Yellow Tail 2010 Pinot Grigio

Bronze Medal Yellow Tail NV Natural Sparkling, Bubbles

Bronze Medal Yellow Tail 2010 Shiraz

About [yellow tail]

[yellow tail] is the champion wine brand for Casella Wines. Owned and operated in Yenda, Australia, the Casella family has winemaking links going back six generations to Italy. [yellow tail] wines are created with a simple philosophy - make a great wine that everybody can enjoy. [yellow tail] is everything a great wine should be; approachable, fresh and full of flavor.

Celebrating its 10th Anniversary this year, the [yellow tail] wine portfolio includes nine [yellow tail] varietals (including Shiraz, Chardonnay and the newest, Moscato), three blends and a Sparkling White and Rosé wine. The [yellow tail] Reserve portfolio includes five varietals, including Cabernet Sauvignon and Pinot Grigio. [yellow tail], [yellow tail] Reserve and [yellow tail] Bubbles wines are produced by John Casella and Chief Winemaker, Alan Kennett of Casella Wines, Australia.

About W.J. Deutsch & Sons

W.J. Deutsch & Sons, Ltd. was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. In 2009 Deutsch announced the expansion of the award-winning company to include a separate Spirits Division, W.J. Deutsch Spirits LLC. Deutsch’s wines and spirits are sold to the trade with well-planned marketing support and are offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and its ability to meet the needs of the modern consumer. Bill’s son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirit industry.

The W.J. Deutsch & Sons portfolio includes award-winning wines from Australia: [yellow tail], [yellow tail] The Reserve, [yellow tail] Bubbles; California: Girard Winery, Windsor Sonoma, Sonoma Coast Vineyards, Kunde Estate; France: Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, Patch Block, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Italy: Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchesi, Villa Pozzi; New Zealand: The Crossings; Portugal: Quinta Do Vale Meao; Spain: Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramón Bilbao Vinos Y Vinedos (Rioja), and Volteo (Castilla); Chile: Llai Llai; Argentina: Ruta 22, and award-winning spirits from Landy Cognac (France), Luksusowa Vodka (Poland), The Original MOONSHINE (USA) and Villa Massa (Italy). www.wjdeutsch.com

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